先锋者问卷 Pioneers Questionnaire

【宗旨】报道真实新闻，与审核过的项目方品牌合作。

【任务】让全球华文读者与投资人接触到最新、安全、有潜力的项目方。

【目标】协助WEB3领域更成长，让大众们更了解项目先锋者的背景与理念。

【**Mission**】Reporting authentic news and collaborating with verified project brands.

【**Objective**】To connect global Chinese readers and investors with the latest, secure, and promising project teams.

【**Goal**】To assist in the growth of the WEB3 sector and enhance public understanding of the backgrounds and philosophies of project pioneers.

KTRO MEDIA 发布新闻的10项标准

新闻稿是向媒体和公众传达新闻和信息的有效方式。但是，要在媒体上发布新闻稿需要满足某些标准，使新闻稿具有新闻价值并与出版物的受众相关。以下**10项**是向媒体提交新闻稿时要考虑的一些关键标准

KTRO MEDIA 10 key Criteria for Press Release

Press releases are an effective way to communicate news and information to the media and the public. However, getting a press release published in the media requires meeting certain criteria that make the release newsworthy and relevant to the publication's audience. Here are some 10 key criteria to consider when submitting a press release to the media:

1. 创新：突出企业家的创新想法、产品或服务，这些想法、产品或服务有可能对其行业或社区产生重大影响。

1. Innovation: Highlight the entrepreneur's innovative ideas, products, or services that have the potential to make a significant impact in their industry or community.

2. 成功：分享企业家的成功故事，例如克服挑战或实现重要的里程碑。这可以在他们的创业之旅中激励和激励他人。

2. Success: Share the entrepreneur's success story, such as overcoming challenges or achieving significant milestones. This can inspire and motivate others in their entrepreneurial journey.

3. 影响：强调企业家的工作对他们的行业、社区或整个社会产生的积极影响。这可以帮助读者理解企业家成就的更广泛意义。

3. Impact: Emphasize the positive impact that the entrepreneur's work is making in their industry, community, or society as a whole. This can help readers understand the broader significance of the entrepreneur's achievements.

4. 及时性：新闻稿中的新闻应该是最新的和及时的。媒体更有可能在提交时发布与受众相关且感兴趣的新闻稿。

4. Timeliness: The news in your press release should be current and timely. The media is more likely to publish a press release that is relevant and of interest to their audience at the time it is submitted.

5. 相关性：新闻稿应与出版物的受众相关。媒体感兴趣的是对其读者、观众或听众来说很重要的新闻。

5.Relevance: The press release should be relevant to the publication's audience. The media is interested in news that is important to their readers, viewers, or listeners.

6. 清晰：新闻稿应该清晰易懂。语言应该简洁，信息应该直截了当。

6.Clarity: The press release should be clear and easy to understand. The language should be concise, and the message should be straightforward.

7 独特性：您的新闻稿中的新闻应该是独一无二的，不被其他媒体报道。提供新角度或独特视角的新闻稿更有可能被媒体报道。

7.Uniqueness: The news in your press release should be unique and not covered by other media outlets. A press release that offers a fresh angle or unique perspective is more likely to get picked up by the media.

8. 具有新闻价值：您的新闻稿中的新闻应该具有新闻价值。 它应该具有重大影响或引起广泛受众的兴趣。

8.Newsworthy: The news in your press release should be newsworthy. It should have a significant impact or be of interest to a broad audience.

9. 准确性：新闻稿中的信息应准确且可验证。 媒体不太可能发布包含不准确信息的新闻稿。

9.Accuracy: The information in the press release should be accurate and verifiable. The media is unlikely to publish a release with inaccurate information.

10. 简洁：新闻稿应该简明扼要。它应该提供足够的信息以具有新闻价值，而不会太长或太详细。

10.Conciseness: The press release should be concise and to the point. It should provide enough information to be newsworthy without being too long or detailed.

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我们的目标是为您篇写精彩的新闻！ 我们的作者使用这份问卷作为灵感的主要来源. **Our goal is to write amazing press for you! Our writers use this questionnaire as the primary source of inspiration.**

为了确保您收到最好的媒体报道, 我们需要您填写问卷确保完整和准确。我们不会对过时的/ 信息不正确或有漏洞的资讯负责, 因此请检查您的调查问卷在提交之前仔细检查. **To ensure that you receive the best possible press we need you to fill out the questionnaire as fully and accurately as possible. We are not responsible for outdated/ incorrect information or missing information so please review your questionnaire carefully before you submit it.**

总共**15 个问题**。您可以选择你想要回答的问题或回答所有问题, 以更好地了解您的项目和您自己. **There are a total of 15 questions. You can select the questions that you want to answer or answer all of them to provide a better understanding of your project and yourself.**

1. 这些新闻报道所针对的先锋者名称与负责岗位是什么？

What are the names and positions of the pioneers targeted by these Press Release?

Ans:

2. 您能与我们分享一下您的个人经历, 背景以及您是如何涉足Web3行业的吗？是什么启发您追求这条道路的？

Can you share with us your personal experience, background and how you got involved in the Web3 industry? or What inspired you to pursue this path?

Ans:

3. 有哪些值得注意的职业亮点？(奖项、表彰、成就等）

What are some notable career highlights? (Awards, recognition, accomplishments, etc.)

Ans: I have a lot of experience in the business development and start up industry, I helped grow a startup from 5 employees to over 60 in 2 years as director of sales. Been speaking at crypto conferences and built a network of highly skilled industry professionals and investors.

4. 你的项目名称？你的项目介绍，是什么让您的项目与 Web3 领域的其他项目不同，它如何为行业的进步做出贡献？

Your project name? Introduction your project, What sets your project apart from others in the Web3 space, and how does it contribute to the advancement of the industry?

Ans:

5. 你人生面临的最大挑战是什么，你是如何克服这些？

The biggest challenge you face in life and how do you overcome them?

Ans:

6. 您对项目的未来有何计划？您是否正在努力实现任何即将到来的里程碑或目标？

What are your plans for the future of your project? Are there any upcoming milestones or goals that you are working towards?

Ans:

7. 对于有兴趣支持或参与您的项目的读者，您会建议他们做什么？ 人们可以通过任何特定方式做出贡献或参与吗？

For readers who are interested in supporting or getting involved with your project, what would you recommend they do? Are there any specific ways that people can contribute or participate?

Ans:

8. 你想与读者们分享什么智慧？ 人们能向你学习到什么？

What wisdom would you want to share with your readers ? What lessons can people learn from you?

Ans:

9. 几年后你会怎样看待你自己 / 你的品牌？ 你有哪些梦想、抱负和目标？

Where do you see yourself/ your brand in a few years? What are some of your dreams, aspirations, and targets?

Ans:

10. 如果您愿意，请提供 2 到 3 个的创意标题。

Provide 2 to 3 potential title ideas if you'd like.

Ans:

11. 您正在寻求获得哪些特定资源或合作伙伴关系以增强您的能力或改善您对用户的服务？

what specific resources or partnerships are you seeking to acquire in order to enhance your capabilities or improve your services to your users?

Ans:

12. 请提供您想要加入在文章中的所有社交媒体帐户链接和您的个人帐户链接

Please provide direct links to all social media accounts you want to be included in the articles and your personal account

Ans:

13. 请提供您希望在新闻稿中使用或介绍的网站, 影片 /链接。

Please provide the website, Videos / link you'd like used in the release.

Ans:

14. 请分享之前你任何新闻报道的链接。

Please share links to any previous press coverage.

Ans:

15. 你的人生名言

Your life quote

Ans: " ——————— "

我们将展开一些活动, 凡是分享我们的文章或其他内容的读者们将获得奖励, 例如白名单、赏金、空投等。您想向分享您的新闻稿的观众们提供什么好处吗？

We will be running some campaigns where audiences who share our articles or other content will receive rewards such as perks, bounties, airdrops, and more. Is there anything you would like to offer our audience who sharing your Press Release?

Ans:

请向我们发送一张清晰的半身肖像照片的高质数率 **PNG** 文件与其他相关照片，如项目标志、项目或个人图像，等与此文件一起发送电子邮件至 **media@ktrogroup.com**。在发布之前，我们将先与您分享新闻稿。（新闻稿可以参考这里 **https://ktromedia.com/category/pioneers/** ）

"Please send us a high-resolution PNG file of one of your clear, half-body portrait photographs." and other related photos such as the project logo, projects or personal image, etc (Press Release article can refer to here https://ktromedia.com/category/pioneers/ (email to media@ktrogroup.com attached with this file together. We will share the press release with you first before featuring it.)